wybc 640 ON YOUR DIAL

YALE BROADCASTING COMPANY
INCORPORATED

BOX 242-A, YALE STATION
NEW HAVEN, CONNECTICUT
TELEPHONE 5-6284

December 27, 1950

YALE BASKETBALL NETWORK

STANDARD BROADCASTING PROCEDURE

BROADCAST TIME: 8:40 P.M. Eastern Standard Time.
This is subject to change for various games.
Individual stations will be informed at least
24 hours in advance if there are any changes.

SPONSORSHIP: Sponsorship of games will be on an individual station basis only. Commercials will be aired from the actual station involved. During all cut-ins crowd noise will be fed to the network from the broadcast site. ALL COMMERCIAL COPY MUST BE CLEARED THROUGH THE YALE ATHLETIC ASSOCIATION, office of Mr. Perkins, PRIOR TO BROADCAST TIME. Individual stations will be responsible for clearing their own commercial copy.

BROADCAST PROCEDURE:

1) OPENING

00:00 Sportscaster: (Give opening remarks until 00:15, concluding with the following cue:)
"-----TONIGHT'S GAME BETWEEN YALE AND _____."

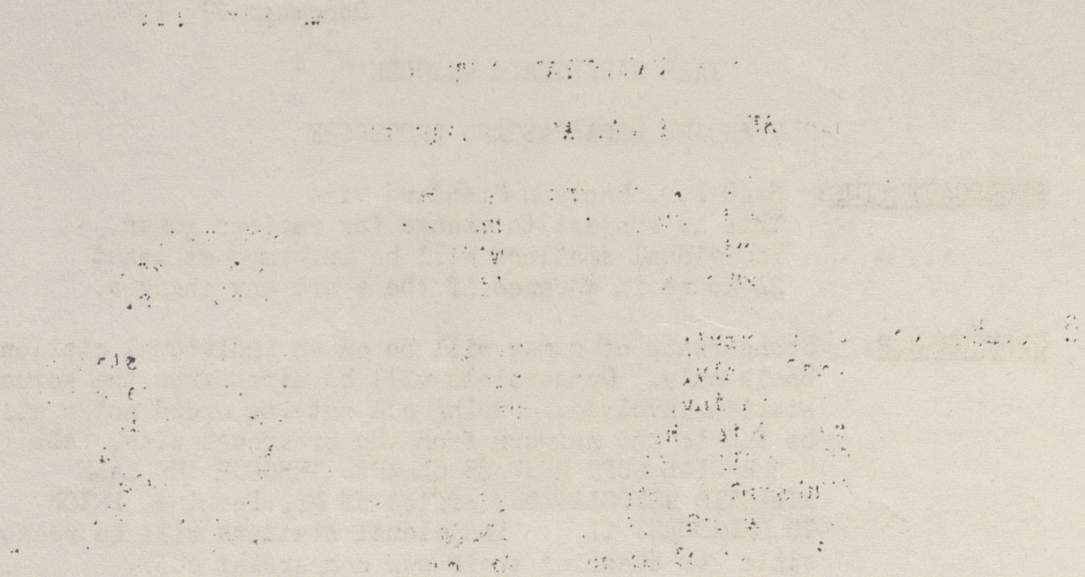
00:15 (Local cut-in for one minute)

01:15 Sportscaster: (Continue with lineups, color, and play-by-play broadcast.)

2) FIRST HALF

During the first half there will be two cut-ins, the second of which will include a station break. The first cut-in will occur between 8:50 P.M. and 9:00 P.M. during a time out. It will be thirty (0:30) seconds in duration and will be cued with the following:

Sportscaster: "AND SO WITH ___ MINUTES GONE/LEFT TO PLAY/ IN THE FIRST HALF, THE SCORE IS (YALE) (22), (HARVARD) (20).



The second cut-in of the first half will include a station break, and will occur between 9:00 P.M. and 9:10 P.M. It will be one minute and ten seconds (1:10) in duration, and will be cued with the following:

Sportscaster: "WE PAUSE NOW FOR STATION IDENTIFICATION. THIS IS THE YALE BASKETBALL NETWORK."

3) HALF-TIME PROCEDURE

→ see front sheet

It is expected that the first half will generally end between 9:15 P.M. and 9:25 P.M. The sportscasters will stay on the air throughout the half-time intermission. During this time there will be one cut-in for a station break and a commercial, which will occur as close to the beginning of the second half as possible. It will be one minute and ten seconds (1:10) in duration, and will be cued with the following:

Sportscaster: "WE PAUSE NOW FOR STATION IDENTIFICATION. THIS IS THE YALE BASKETBALL NETWORK."

front page procedure

4) SECOND HALF

There will also be two cut-ins in the second half, the second of which will include a station break.

The first cut-in will occur between 9:35 P.M. and 9:45 P.M. during a time out. It will be thirty (0:30) seconds in duration and will be cued with the following:

Sportscaster: "AND SO WITH ____ MINUTES GONE/LEFT TO PLAY/ IN THE SECOND HALF, THE SCORE IS (YALE) (53), (HARVARD) (50)."

The second cut-in of the second half will include a station break and will occur between 9:45 P.M. and 9:55 P.M. It will be one minute and ten seconds in duration (1:10) and will be cued with the following:

Sportscaster: "WE PAUSE NOW FOR STATION IDENTIFICATION. THIS IS THE YALE BASKETBALL NETWORK."

5) CLOSING

There will be a cut-in immediately upon completion of the game. It will be one minute (1:00) in duration and will be cued with the following:

Sportscaster: "AND SO THIS GAME ENDS WITH THE FINAL SCORE (YALE) (65), (HARVARD) (60).
WE'LL HAVE THE STATISTICS IN JUST A MOMENT."

(Local cut-in for one minute)

Sportscaster: (Give statistics and wrap-up, concluding with the following cue:)

"THIS IS _____, SPEAKING FOR _____ AND MYSELF, SAYING SO LONG FROM THE PAYNE-WHITNEY GYMNASIUM. AND NOW BACK TO OUR STUDIOS FOR THE TIME AND DATE OF THE NEXT BASKETBALL BROADCAST OVER THIS STATION."

Local announcer: "NEXT (SATURDAY) AT (8:40) (SPONSOR OR STATION) WILL BRING YOU THE PLAY-BY-PLAY BROADCAST OF THE GAME BETWEEN YALE AND _____.
THIS IS THE YALE BASKETBALL NETWORK."

Please note:

In the event that any station carries the games on a sustaining basis, it will be responsible for filling the time during the cut-in.

It is possible that the sportscasters may deviate slightly from the cues which are written in this procedure sheet. This is due only to the exigencies of sports broadcasting. The cues, however, will be obvious enough to the local announcers.

The sportscasters will be Howie Eaton '51 and Joe Schaefer '53.

Every effort will be made by this department to adhere to the above procedure to assure good production for all concerned. All stations are cautioned to have an emergency musical fill ready.

Howard Eaton, Jr.
Program Director